FORM IV

Fourth World Conference on Smoking and Health
Stockholm, Sweden, 18–21 June 1979

Cuarta Conferencia Mundial sobre el Tabaco y la Salud
Estocolmo, Suecia, 18–21 junio 1979

Quatrième Conférence mondiale sur l'Usage du Tabac et la Santé
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ABSTRACT OF CONTRIBUTED PAPER

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Title of abstract (in capital letters)

OVERVIEW OF METHODS OF PUBLIC EDUCATION

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Text of abstract

Essential to an effective discussion of Public Education in cancer control is precise definition. There is much misunderstanding, because the distribution of facts about cancer via leaflets, books, television and newspapers is often confused with cancer education.
Cancer education is a planned process, seeking individual action that will enhance the opportunities for prevention or early diagnosis of this disease. A variety of communication and educational methods should be employed in a continuing program based on what people know, believe and do about cancer. The assets and liabilities of present health education methods as related to cancer education will be discussed. Program planning as an essential process will be reviewed, and recommendations made regarding what educational methods are most effective with whom, and how these methods are implemented.

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1. The objectives of the work.
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